



Design Ops Summit 2019
 by Rosenfeld
 @DesignOpsSummit #DesignOps19
 24 OCTOBER 2019 Brooklyn, NY

THEME 2: PARTNERING OUTSIDE DESIGN

I am a RAPID PROTOTYPING advocate ... I make a LOT of QUICK PROTOTYPES

"Prototype" vs "Prototyping"
 Breaking Down and Rebuilding Our Understanding of What We Do

SAARA KAMPPARI-MILLER
 User Experience Design Lead
 at **INTEL**

ONE DAY...
 you call THAT a prototype?!

WOW...
 O. ME!
 MY MGR!

AS A RESULT:
 "SO... HOW DO WE ASSESS the SKILLS ON OUR TEAM?" -MGMT.

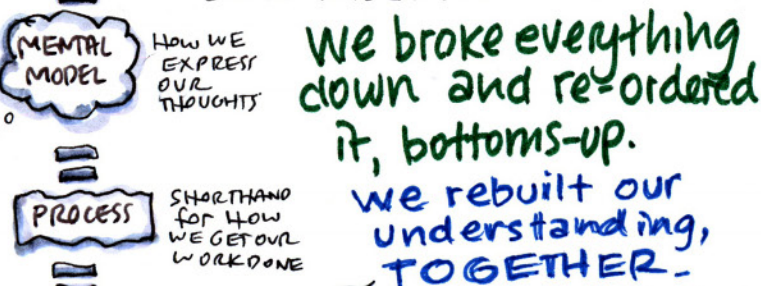
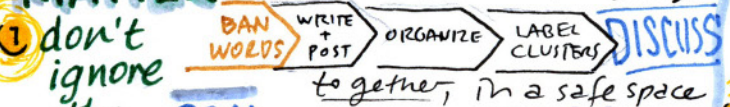
DEFENDING WORDS
 DISCUSSING WORK

IDENTITY CRISIS PAIN
 COMMMS PAIN
 forget about the labels
 let's get to work!



THESE PAINS - scaled across the TEAM - created frustration & dysfunction
 @DesignerGeeking

- Options:
 - COMPLAIN
 - DO SOMETHING!



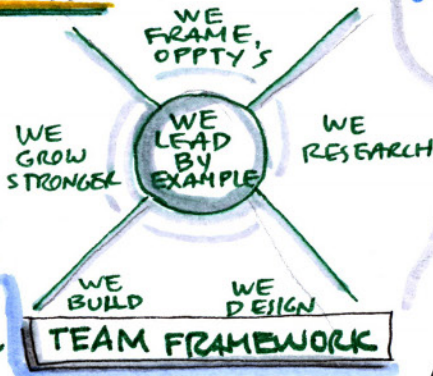
It worked because it all tied back to the affinity diagram.

OBJECT OF DISCOURSE

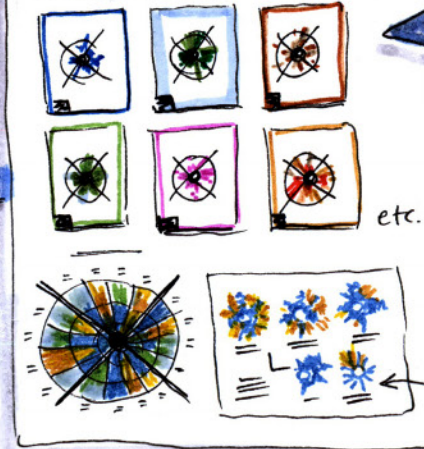
MAKE the intangible TANGIBLE

I digitized everything... It is VALUABLE DESIGN OPS DATA!

- small group sessions
- being vulnerable
- people encouraging others
- being able to talk w/ managers



and ASSEMBLED A POSTER OF INDIVIDUAL ASSESSMENTS



SKILLS ASSESSMENT FRAMEWORK based on team framework

It's not about the DIAGRAM
 It's about the DIALOG

Where do you want to GROW?

AGGREGATED BY ROLE
 Naming: THIS IS DATA CANDY!